

COMMERCIALIZATION PROCESS

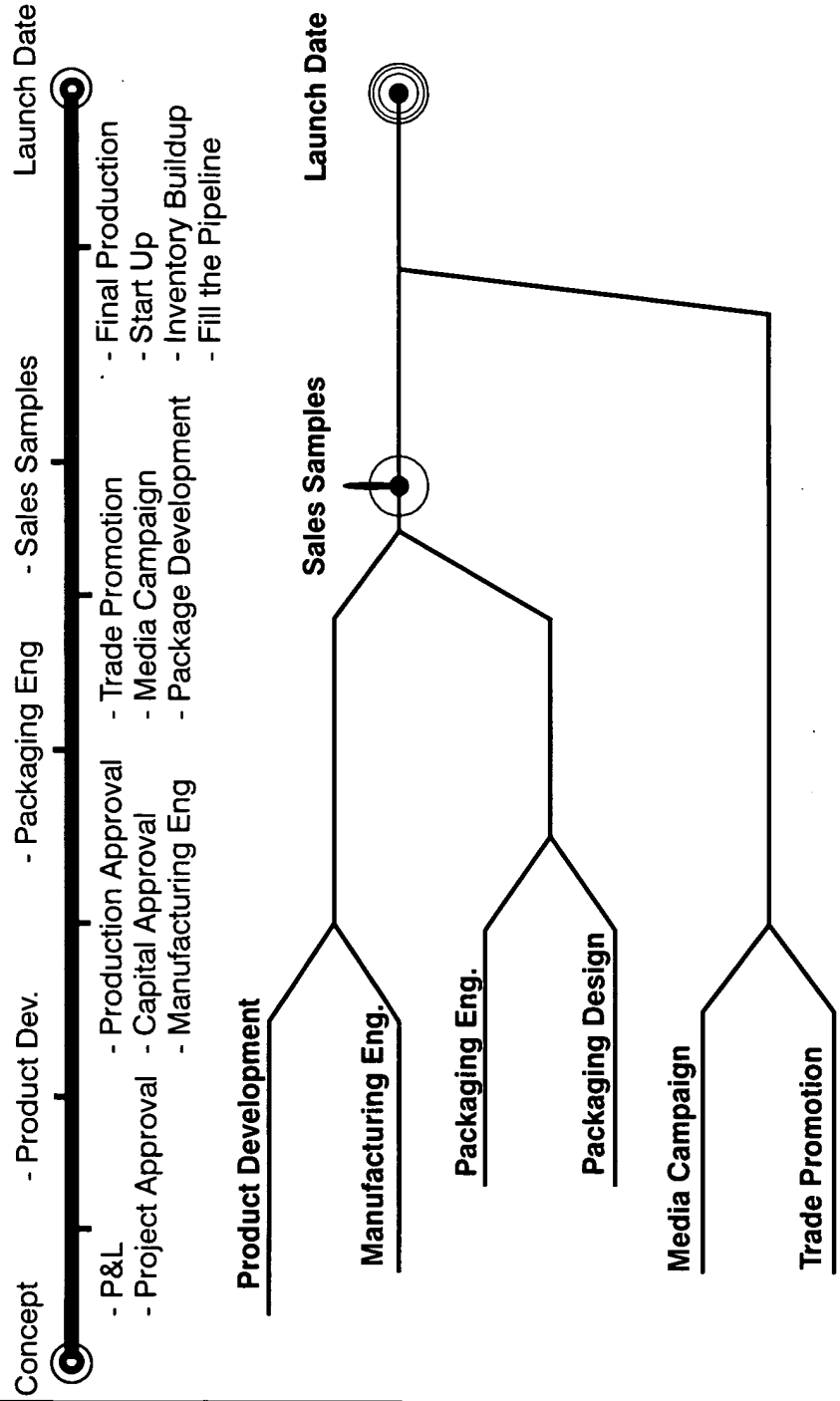


FIG. 1A
(Prior Art)

PHASED DESIGN PROCESS

However, the design process is very complex, consisting of many participants and tasks

start date

initiation objectives brief	phase I exploratory	phase II refinements	phase III full panel
Pre-Design Survey	Category Adult	Art Direction	Art Direction
Write Design Brief	Art Direction	Concept Refine	Copy Writing
Review Agencies	Concept Develop	Working Meeting	Die Available
Solicit Estimates (RFP)	Working Meeting	Creative Refine	3D Develop.
Review Estimates (RFP)	Concept Refine	Concept Review	Variant Develop.
Choose Agency	Concept Review	Brand Present (Sen. Mgr./Dir)	Concept Review
Prepare Cost & Schedule for Approval	Brand Present (Brand Mgr.)	Reserve Photog. /Illustrator/Stylist	Brand Present. (VP Marketing)
Estimate Present. for Approval	Consensus on 2-3 concepts	Catag. Leader Presentation	Org. Consensus: Full Panel Design
		Consensus Single Concept	

FIG. 1B(1)
(Prior Art)

A

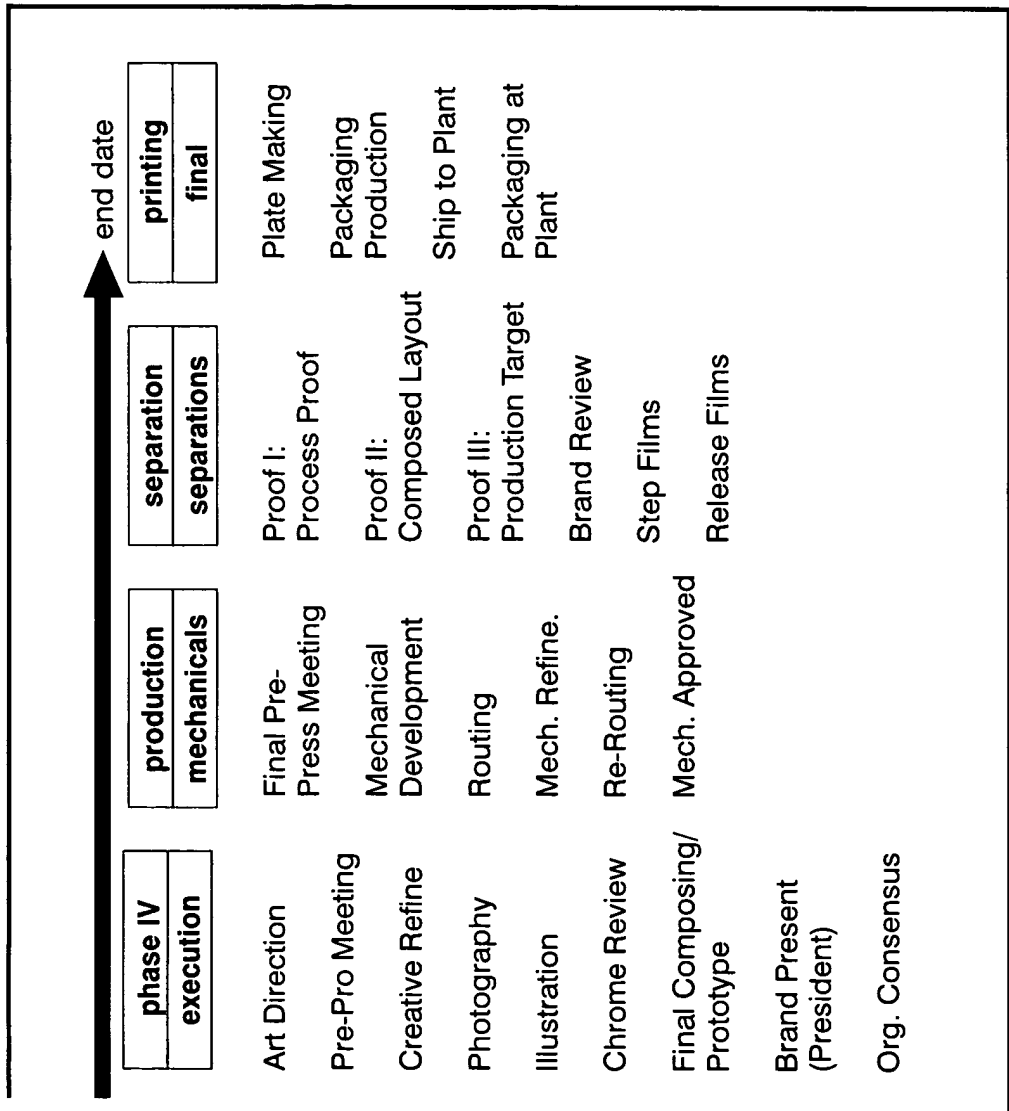


FIG. 1B(2)
(Prior Art)

A

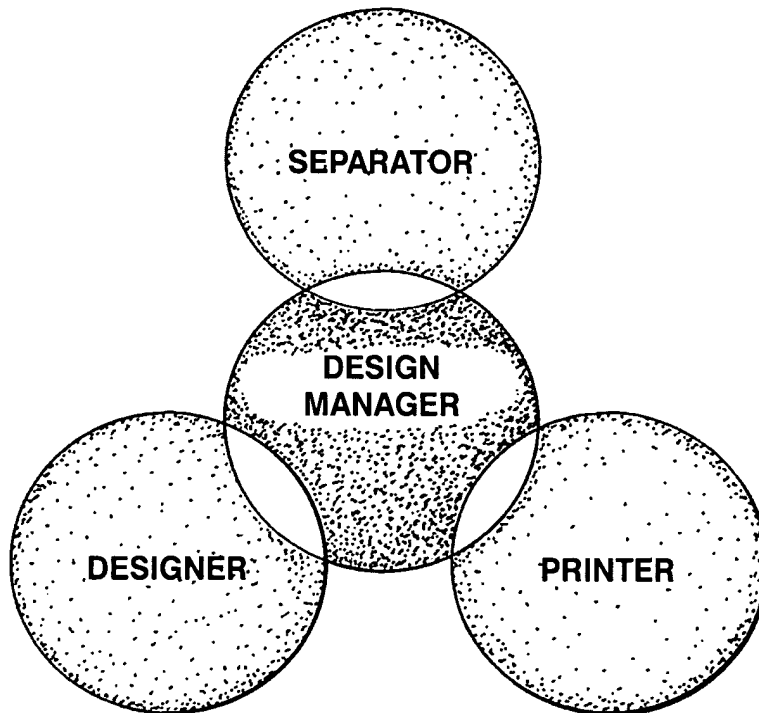


FIG. 1C
(Prior Art)

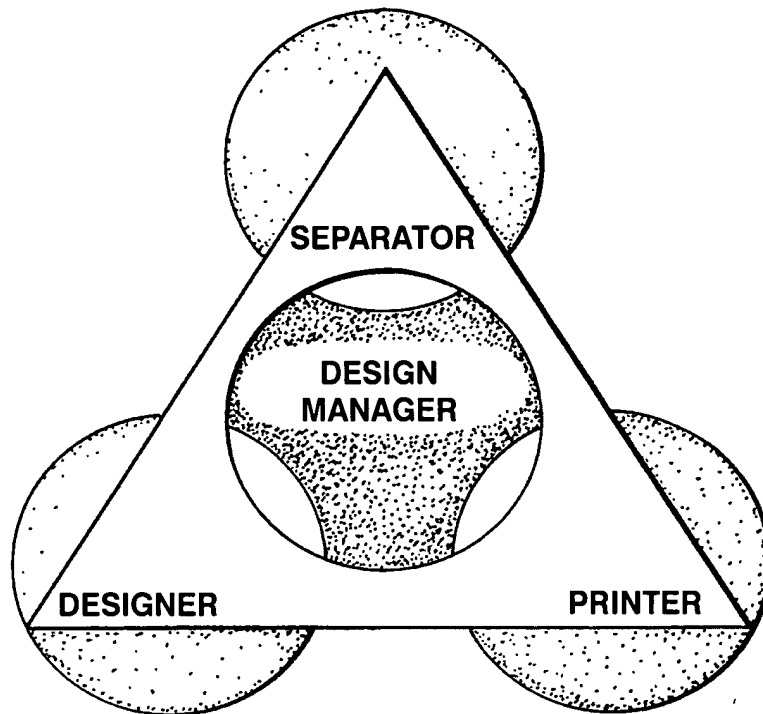
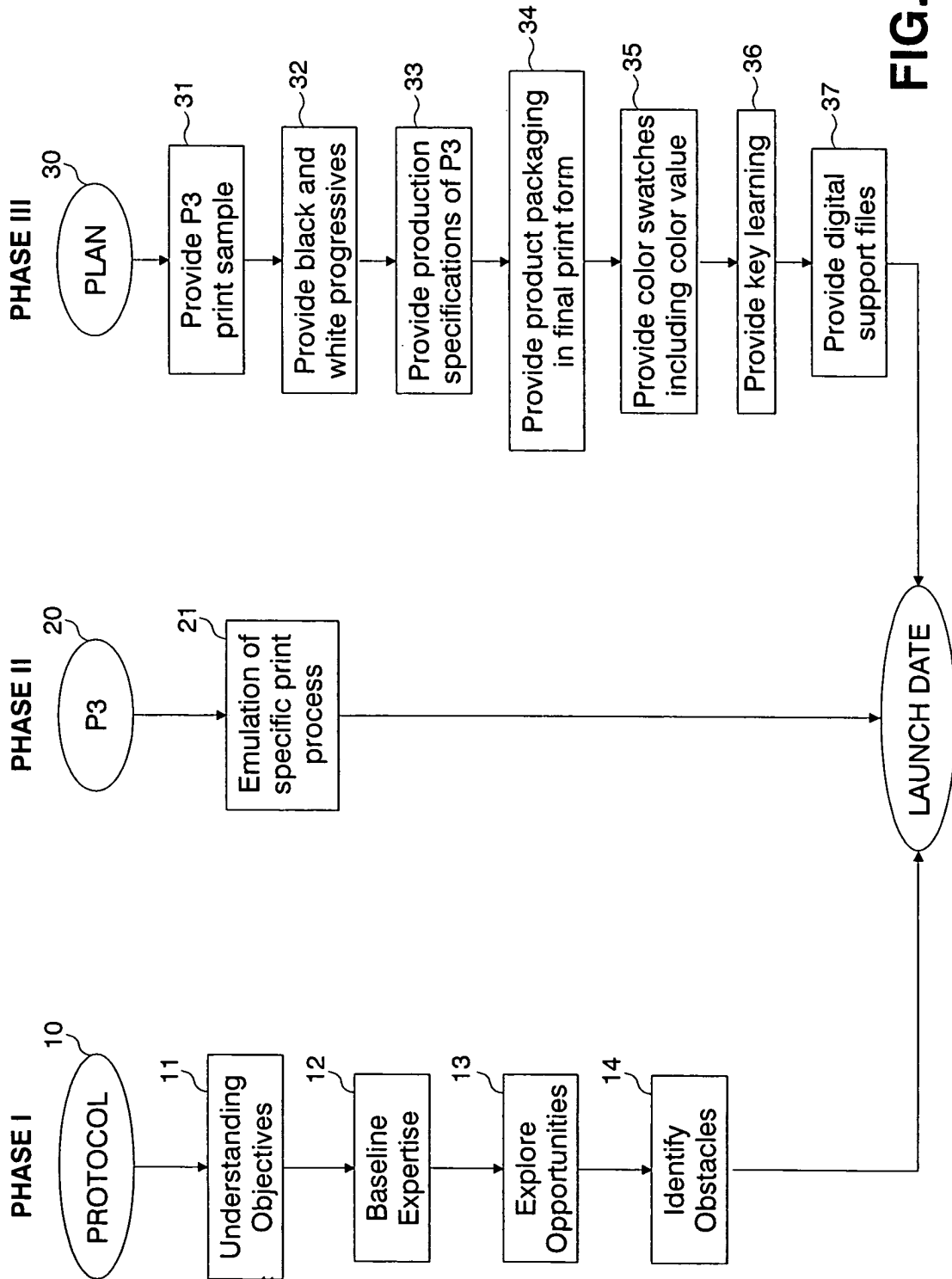


FIG. 2

**FIG. 3**